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Introduction and Conceptual Framework of the Study

1.1 Introduction: Information is power. Where information is concerned, there are the haves and the have not, the information rich and the information poor. People go bankrupt and even lose their money (all) in the pursuit of information. Thus we are no strangers to the power of information. Every step of our lives depends upon it [1].

Information is a basic resource as well as a link between varieties of activities in societies. Information leads to knowledge. Knowledge is a pre-requisite for wisdom which when applied judiciously, contributes to prosperity in diverse areas of human activities- academic, social and industrial, the world has now moved from the industrial revolution into the information revolution [2].

\[
\begin{align*}
\text{Knowledge} & \quad \text{(finished product e.g. cloth)} \\
\text{Information} & \quad \text{(inter-mediatory e.g. yarn)} \\
\text{Data} & \quad \text{(Raw material, unprocessed e.g. cotton)}
\end{align*}
\]

1.2 What Is Information: The term ‘information’ is extensively used in the fields of education, psychology, linguistics, electronics, statistics, journalism, philosophy, documentation library sciences, documentation science and information science etc. It is used with a variety of meanings, some identify it with communication over transmission lines, measured by the statistical properties of signals, some identify it with recoded facts, some with the content of text, some with the experience stored in human mind; Therefore,

Information is,

A property of data resulting from or produced by a process performed upon the data. The process may be simple, may be simply data transmission. It may be data selection. It may be data organization, it may be data analysis.

Information is the product of human brain in action. It may be abstract or concrete. It may be obtained by processing of data.
Some attempts at defining the term ‘information’ are: “information is any stimulus that reduces uncertainty.” Shannon and Weaver[^3]

Ching-Chih Chen and Peter Hernon[^4] define information as, “all knowledge, ideas, facts, data, and imaginative works of mind which are communicated formally and/or informally any format.”

According to Brooks: Knowledge is selects of many bits of information and as more information is added to the existing knowledge structure, it gets modified. His views are expressed by the following equation.[^5]

\[
\Delta I(S) \rightarrow (S + \Delta S)
\]

Where, \( S \) is the knowledge structure modified by the information input \( I \), to bring forward totally next knowledge structure \( (S + \Delta S) \).

Bell says –“information is news, facts, statistics, reports, legislation, tax codes, judicial decisions and resolutions.”[^6]

The notion of information is one of the basic concepts. Researchers study several ideas of it and every one of the two polar types with more or less admissions. The first approach proposes to consider information as objective and user as something like an input-output device for information without any impact on its sense at that level. The nature of information use does not depend on circumstances of this process. The second approach event and processes, views information as something created by a man on the basis of some received data and his own knowledge. In this case, the sense of created information depends on conditions of its formation and author, i.e., on context problem-solving processes.[^7]

Information is recoded or communicated knowledge gained by man through experience, observation and experiments.

Information is the product of human brain in action. It may be abstract or concrete. (Prasher, 2003)[^8]

1.3 Terminology

The terms ‘Information’ ‘Seeking’ and ‘Behavior’ seem to be very familiar yet also confusing because of the many existing definitions. We shall adopt working definitions for this dissertation.
1.3.1 Information -

"Information is regarded as a collection of raw data, consisting of symbols, signs, signals and surrogates that can be compiled into messages (text, audio, images or digital) for communications." [9]

According to Oxford English Dictionary, "information is an assemblage of data in a comprehensible form recorded on paper or some other medium and capable of communication". [10]

"An assemblage form of data in a comprehensible form capable of communication". [11]

1.3.2 Information seeking – is a conscious effort to acquire information in response to a need or a gap in your knowledge.

Seeking is an expression of want, demand, need or requirement that entails looking for or fetching of items or information.

According to Cambridge English Dictionary “Seeking is to inquire about or request (something)”. [12]

According to Oxford English Dictionary seeking means “to go in search or quest of try to find, look for, either a particular object or place or an indefinite object suitable for a particular purpose” [13]

1.3.3 Behavior –

"Behavior is normally associated with the psychological and emotional status, dynamics and paradigm of an individual or organization in relation or reaction to internal and external stimuli." It is expressed through attitude, beliefs, ideology, emotions, feelings, tastes and values, among other internally or spiritually driven expressions [14].

According to Webster English Dictionary the word behavior means "the manner in which a thing acts under specified condition or circumstances or in relation to other things" [15]

“Behavior as a psychological term to the response of an organism to a stimulus” [14]
1.3.4 **Information need** - is a recognition that your knowledge is inadequate to satisfy a goal that you have. ‘Information need’ is an abstract concept, used to answer query why people seek, gather and use information. The concept “information needs” has been proved to be an elusive one, difficult to define, isolate and measure. Needs can be described as expressed or unfelt needs, the latter being the most difficult to identify. [17]

Different types of needs also may be identified based on the stage of a project or activity. Information needs of an individual in an organization differ depending upon their respective functions and tasks, the level of knowledge and experience, their particular interest and need to satisfy which they seek information.

- A user’s state of mind, in which it is influenced by the future goal that is desired.

- Need is discovered only by inference from user’s behavior.

**Types of Information Need**

- General Category

- Need for new information

- Need to clarify the acquired information

- Need to confirm the acquired information: Cognitive Information Need

- Need to clarify beliefs & values

- Need to confirm beliefs & values: Need to Build One’s Knowledge of Subject

- To know what’s happening(Orientation)

- To check whether they are on right track(Reorientation)

- To solve a problem Or form an Opinion

1.4 **Information Seeking Behavior**

Information seeking is one of our most elemental activities. If we consider this seemingly simple thing, ‘information seeking behavior’, we can see that it fundamentally underpins almost every other behavior that we undertake. Whenever
we do something that is more than a mere action, we need to think about how we will proceed. Typically, we first search our internal memory to find the required information. The next step may be to either ask someone, or to refer to some written record. If the search is more complex, we may search a series of sources or engage with an expert to provide advice.

This process of information seeking has seen the development of files, databases, libraries and various experts to facilitate it. However, recently, the most significant change since the development of moveable type has occurred in how information is recorded, produced and transmitted. Information Seeking is now digital, and thus the form is no longer represented by or existing as predetermined physical artifact. The form it takes is now a matter of almost a matter of complete choice.

Information seeking forms an important part of many human activities, ranging from decision making and problem solving to resource allocation and system management. While many different models of information seeking have been proposed (Brown, 1991) implicit in most of them is the assumption that the information seeker is an individual.

The study of Information Seeking Behavior (ISB) can be dated back to the late 1940s. Since that time a large number of studies have came out on the various aspects of Information Seeking Behavior (ISB). There is considerable amount of literature on the Information Seeking of Political leader and political party, which has been extensively reviewed.

**Definition:** The phrase “Information Seeking Behavior" has been defined variously by different authors. The following definition of Information Seeking Behavior will however make the concept clearer.

Information Seeking Behavior refers to "Any activity of an individual that is undertaken to identify a message that satisfies a perceived need." In other words we can say that a manner in which a user conducts himself in relation to a given information environment. It is, therefore, regarded as essentially, a process of interaction between the user and the rest of the information system."
With the growth of information deluge, each one needs information of increasing variety and diversity of level, frequency, volume and use. This complex situation appears to be ambiguous and heterogeneous as the information needs of particular groups of users and information flow from a specific situation or organization are difficult to determine. Again the use of information is so complex that there cannot be a single system to cope up with the task of effective retrieval without assessing their specific needs. This situation has given rise to the growth concept of information searching and the manner of determining the pattern of searching is said to be Information Seeking Behavior (ISB).

1.4.1 **Information Behavior** is the totality of human behavior in relation to sources and channels of information, including both active and passive information seeking, and information use. Thus, it includes face-to-face communication with others, as well as the passive reception of information as in, for example, watching TV advertisements, without any intention to act on the information given.

1.4.2 **Information Seeking Behavior (ISB)** is the purposive seeking for information as a consequence of a need to satisfy some goal. In the course of seeking, the individual may interact with manual information systems (such as a newspaper or a library), or with computer-based systems (such as the World Wide Web).

1.4.3 **Information Searching Behavior** is the ‘micro-level’ of behavior employed by the searcher in interacting with information systems of all kinds. It consists of all the interactions with the system, whether at the live of human computer interaction (for example, use of the mouse and clicks on links) or at the intellectual level (for example, adopting a Boolean search strategy or determining the criteria for deciding which of two books selected from adjacent places on a library shelf is most useful), which will also involve mental acts, such as judging the relevance of data or information retrieved.

1.4.4 **Information Use Behavior** consists of the physical and mental acts involved in incorporating the information found into the person's existing knowledge base. It may involve, therefore, physical acts such as marking sections in a text to note their importance or significance, as well as mental acts that involve, for example, comparison of new information with existing knowledge.
1.5 Elements of Information Seeking Behavior

Information Seeking Behavior (ISB) is a matter more or less related to the sense making in which the individual chooses an item of information that best fits to his needs.

There are six elements of Information Seeking Behavior:

(a) The conception of Information as objective versus subjective;
(b) Information users as passive recipient or objective information versus purposive, self-controlling and sense making beings;
(c) User of information or Behavior applied across situations versus Behavior understood as the result of dialogue between system and user in which need articulation goes through situationally bound interactions;
(d) The study of users Behavior primarily in the context of user interaction with the system versus holistic approaches that focus on the whole social interaction;
(e) Focus on external Behavior versus internal cognition; and
(f) Concerns that a focus on individual Behavior yields too much variation for systems to integrate versus the need, with Individuality in the user Behavior.\[19\]

1.6 Methods of Information Seeking

To determine the information seeking strategies of political leaders the study has identified three basic methods of Information Seeking:

Piggy backing; Friendly consultations; and Professional Perpetration

i) Firstly, a user would tend to Piggy back giving information search a low priority. If there were other high priority demands on his or her time;

ii) Secondly a person would be guided by previous experiences;

iii) And finally Professional perpetration tended to be used when one understand the content of question.\[20\]
1.7 Categories of Information Seeking

People seek information in different ways and for different purposes. Thus, the method of information seeking varies from person to person and situation to situation. Lonnqvist \(^{[21]} \) has identified the existence of two types of Information Seeking:

(a) Specific Information seeking with subject acquaintance of the Scholar;

(b) Dependent Information seeking when the subject is new and the scholar is not aware of it.

While the scholar is well aware of the subject, one can undertake Information Seeking in a specific way that suits his/her needs. This is to say that, one can gather reference to literature on the subject in a specific time frame. One can also use the greatest skill in Information Seeking which is normally practiced by experienced scholars.

The second type is confined to either scholars starting to work on a new subject or a new research project which is not known to him or in terms of user is not mature enough in terms of use of information sources.

The above two types of Information Seeking do not always occur in their present form. Individual variations could be seen but it is fair to say that these two main types have crystallized.
1.8 Approaches to Information Needs

The literature on information needs and users covers the fundamental terms in a different phenomenon, David Ellis [22] has enunciated the following six basic approaches which is shown in the figure 1:

i). Research Approach;

ii). Awareness Approach;

iii). Like-Dislike Approach;

iv). Priority Approach;

v). Community Profile Approach; and

vi). Interests, Activities and Group membership approach.

According to Wersing and Neveling[23] there are following six approaches to information:
1) **The Structured approach:**

2) **Knowledge approach:** recoding of information through experiences and observation that get collected as knowledge, built on the basis of perception of the structure of the world. Problem is "information" may erroneously be used for the term "knowledge".

3) **Message approach:** contents may be conveyed in the formation of a message. It is concerned with the transmission of symbols representing a message.

4) **Meaning approach:** semantic contents of message are accepted as information.

5) **Effective approach:** information occurs only as a specific effect of a process. It is also called as result approach.

6) **Process approach:** Based on an idea occurring in the human mind when a problem occurs.

These approaches seem to find the strategic issues of information needs and assessment that paved the way for different patterns of use. The problem concerning the user behavior in relation to needs is very often judged by the system. There is a limitation of users' concentration within the system.

**1.9 Collaborative Information Seeking**

The analysis of Command and Control Support (CCS) study group identified 3 components as being important to the collaborative information seeking activity. Information seeking roles, information seeking patterns, & the context in which the roles and pattern are performed are shown in the figure 2. The first context identified was the collaborative information seeking context, which captures what is collectively known, understood, felt and believed in a social structure. The second context, the organizational context, describes where each participant performing within the collaborative information seeking activity is drawn from.
Figure 2: Model of Collaborative Information Seeking

1. Information referrer. The main task of the information referrer is to direct unsolicited information from the participants organizational context into the collaborative information seeking context.
II. Information seeker searches the specific information.

III. Information verifier is to validate the gathered information.

IV. Verification of gathered information is often an implicit part of individual information seeking activities.

V. Information seeking instigator directs the participants to gather specific information.

VI. Information indexer/abstracter acts as a reference librarian and provides indexing abstracting service by providing summaries as well as points to information within their organizational context.

VII. Group administrator encompassed the following activities:
   - Cataloging & organizing the information that resulted from the information seeking activities;
   - Keeping minutes of the meetings;
   - Scheduling meetings; and
   - Distribution of collected information.

VIII. Group manager is not directly involved in the collaborative information seeking activity. The key focus is managing the Command and Control Support (CCS) study group.

1.10 Models of Information Seeking Behavior

A model may be described as a framework for thinking about a problem and may evolve into a statement of the relationships among theoretical propositions. A scholar/researcher before making an in depth study on the problem in hand usually demonstrates his curiosity in order to ascertain whether any of his predecessors had carried out research similar to his problem, and if so, any model or theory to that effect has been established. This curiosity not only helps the scholar to conceive an idea during his initial stages of research, but also cautions him about the expected problems, which this scholar might encounter during the course of his investigation.
Besides, such models sometimes act as path-finders. People have several preferences for seeking information. Even, if it is often based upon certain hierarchies.

Similarly, political leaders seek information of different situations and circumstances. What is the Behavioral implication related to Information Seeking is a matter that needs detail discussion.

Several in-depth studies have been conducted in specific subject areas to determine the information needs and specific traits of Information Seeking Behavior through development of suitable models:

(a) **Stigler's Model of Optimization:**

During the early 2000 an economist George Stigler had developed Optimizing Models of Information Seeking, in which he proposed the use of the concept of utility maximizing behavior to assess the quantity of Information, people would acquire at different levels of cost and effort. He was awarded Noble Prize in 1982.

(b) **Simon's Model of Satisfaction to Information Seeking:**

Similarly, satisfaction model concerning Information Seeking designed by Simon in the 1970 emphasizes the extent to which individuals and groups simplify and terminate their work on a problem, not for reasons inherent in the logic of the problem but for practical constraints. He was also awarded Noble Prize in economics in 1978.

(c) **Krikelas Alternative Model to Information Seeking:**

Krikelas has presented the 'alternative model' to Information Seeking Behavior. Though his model does not elaborately or specifically discuss information seeking behavior, its ultimate value lies in its utility in the design and analysis of future empirical studies.

(d) **Mick's Individual Behavior Model:**

Mick developed a model on management-oriented information research which appears as a very pragmatic approach towards describing and studying Information Seeking Behavior.
(e) Robert's Information Man Model:

Robert's [29] "Information-Man" model is more applied in classical economics where it played a major role in Social Science than on information studies. Though "Information Man" is simple and conservative for the purpose of study of Information Seeking Behavior.

(f) Ellis's Behavior Model:

In the grounded theory approach, Ellis [30] has analyzed a behavior pattern and characteristics of researchers in the field of Social Sciences. This model was employed to recommend for information retrieval system design. Further studies were also concluded modeling information seeking patterns of academics and researchers in Science and Literature at Sheffield [31].

Ellis's Model of Information Seeking

Starting: identifying sources of interest

Chaining: searching backward or forward from sources

Browsing: semi-directed search in Areas of potential search," e.g. Tables of Content, title lists, subject headings, and so on

Differentiating: filtering and selection of sources by noticing differences between the nature and quality of the Information offered"

Monitoring: remaining current by regular checking of core" sources

Extracting [sic] — “systematically working through . . . sources in order to identify material of interest”
Of the features, Ellis notes that, 'the detailed interrelation or interaction of the features in any individual information seeking pattern will depend on the unique circumstances of the information seeking activities of the person concerned at that particular point in time' [32] (p. 178). However, it is clear that 'starting' must initiate a process and that 'ending' must end it. It also seems reasonable to suggest that 'verifying' is a penultimate stage in a process and that 'extracting' must follow on from a specific search behavior such as 'browsing'. Indeed, drawing attention to this fact leads to the conclusion that 'extracting' is not an information behavior of the same kind as 'browsing', or 'chaining' or 'monitoring', and further suggests that 'differentiating' is also a different kind of behavior: browsing, chaining and monitoring are search procedures, whereas differentiating is a filtering process and extracting may be seen as an action performed on the information sources. If these points are accepted, it is then possible to suggest a diagrammatic presentation of the model, as in above figure 3.

(g) Wilson's model of information behavior and 'Work role' Model:

Wilson [33] however has a different but pragmatic view on discussing a model. In his opinion, humans' personal needs are at the root of motivation towards Information Seeking Behavior. These needs emerged due to different roles the individual plays in social life. The 'work role' is most important which is applied in different activities, responsibilities and achievement of an individual especially in an organizational setting. The work role generated some cognitive needs which again leads to effective needs. The ultimate result is the emergence of a pattern of information seeking behavior.
Information use

Satisfaction or non-satisfaction

Need

Information use

Information seeking behavior

Information exchange

Demand on information system

Demand on other information sources

Success

Failure

Other people

Information transfer

**Figure 4: Wilson’s model of information behavior Work role model**

*Information behavior:* Models of information behavior, however, appear to be fewer than those devoted to information-seeking behavior or information searching. Figure 4 is a variation on Wilson’s model of 1981 [34].

The aim of this model was to outline the various areas covered by what the writer proposed as ‘information-seeking behavior’, as an alternative to the then common ‘information needs’, but it is clear that the scope of the diagram is much greater and that it attempts to cover most of what is included here as ‘information behavior’.

The model suggests that information-seeking behavior arises as a consequence of a need perceived by an information user, who, in order to satisfy that need, makes demands upon formal or informal information sources or services, which result in
success or failure to find relevant information. If successful, the individual then makes use of the information found and may either fully or partially satisfy the perceived need – or, indeed, fail to satisfy the need and have to reiterate the search process. The model also shows that part of the information seeking behavior may involve other people through information exchange and that information perceived as useful may be passed to other people, as well as being used (or instead of being used) by the person himself or herself.

**Wilson, s 1981**: Wilson’s second model of 1981 is based upon two main propositions: first, that information need is not a primary need, but a secondary need that arises out of needs of a more basic kind; and second, that in the effort to discover information to satisfy a need, the enquirer is likely to meet with barriers of different kinds. Drawing upon definitions in psychology, Wilson proposes that the basic needs can be defined as physiological, cognitive or affective. He goes on to note that the context of any one of these needs may be the person himself or herself, or the role demands of the person’s work or life, or the environments (political, economic, technological, etc.) within which that life or work takes place. He then suggests that the barriers that impede the search for information will arise out of the same set of contexts.

This model is shown in a simplified version (which also shows the search behaviors defined by Ellis in Figure 3). Wilson’s model is clearly what may be described as a macro-model or a model of the gross information-seeking behavior and it suggests how information needs arise and what may prevent (and, by implication, aid) the actual search for information. It also embodies, implicitly, a set of hypotheses about information behavior that are testable: for example, the proposition that information needs in different work roles will be different, or that personal traits may inhibit or assist information seeking. Thus, the model can be regarded as a source of hypotheses, which is a general function of models of this kind.

The weakness of this model is that all of the hypotheses are only implicit and are not made explicit. Nor is there any indication of the processes whereby context has its effect upon the person, nor of the factors that result in the perception of barriers, nor of whether the various assumed barriers have similar or different effects upon the motivation of individuals to seek information. However, the very fact that
the model is lacking in certain elements stimulates thinking about the kinds of elements that a more complete model ought to include.

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<tr>
<th>Context of information need</th>
<th>Barriers</th>
<th>Information-seeking behavior</th>
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<tbody>
<tr>
<td>Environment</td>
<td></td>
<td>Starting</td>
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<tr>
<td>Social role</td>
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<td>Chaining</td>
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<tr>
<td>Person</td>
<td></td>
<td>Browsing</td>
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<td>Physiological, affective, and cognitive states</td>
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<td>(Ellis)</td>
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</tbody>
</table>

**Figure 5: Wilson's model of information-seeking behavior**

**Wilson, 1996:** Wilson's 1996 [37] model (Figure 6) is a major revision of that of 1981, drawing upon research from a variety of fields other than information science, including decision-making, psychology, innovation, health, communication and consumer research.

Thus, the models of Wilson and of Ellis are intended to function at different levels of the overall process of information seeking and this fact is demonstrated by the ability to nest one within the other.

The basic framework of the 1981 model persists, in that the person in context remains the focus of information needs, the barriers are represented by 'intervening variables' and 'information-seeking behavior' is identified. However, there are also changes: the use of the term 'intervening variables' serves to suggest that their impact may be supportive of information use as well as preventive; information-seeking behavior is shown to consist of more types than previously, where the 'active search' was the focus of attention; 'information processing and use' is shown to be a necessary part of the feedback loop, if information needs are to be satisfied; and three relevant theoretical ideas are presented: stress/cop ing theory [38], which offers possibilities for explaining why some needs do not invoke information-seeking behavior, risk/reward theory [39, 40], which may help to explain which sources of
information may be used more than others by a given individual; and social learning theory, which embodies the concept of 'self-efficacy', the idea of 'the conviction that one can successfully execute the behavior required to produce the [desired] outcomes'[^41]. Thus, the model remains one of macro-behavior, but its expansion and the inclusion of other theoretical models of behavior make it a richer source of hypotheses and further research than Wilson's earlier model.

**Figure 6: Wilson’s 1996 model of information behavior ‘Work role’ Model**

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We can also attempt to relate this model to the others discussed here. It is fairly obvious that the models of both Ellis and Kuhlthau (discussed below) relate to the active search mode of information-seeking behavior and provide, in effect, an expansion of that box in the diagram above. Dervin's[^42] model is completely different in character, since its aim is to provide a framework for exploring the totality of information behavior from the exploration of the context in which information needs arise to the means whereby that need is satisfied, whether through active searching or otherwise. In effect, it is a model of a methodology, rather than a model of a set of activities or a situation.
(h) Kuhlthau's Model of the Information Search Process

**Initiation:** beginning the process, characterized by feelings of uncertainty and more general ideas with a need to recognize or connect new ideas to existing knowledge.

**Selection:** choosing the initial general topic with general feelings of optimism by using selection to identify the most useful Areas of inquiry.

**Exploration:** investigating to extend personal understanding and reduce the feelings of uncertainty and confusion about the topic and the process.

**Formulation:** focusing the process with the Information encountered accompanied by feelings of increased confidence.

**Collection:** interacting smoothly with the Information system with feelings of confidence as the topic is defined and extended by selecting and reviewing Information.

**Presentation:** completing the process with a feeling of confidence or failure depending on how useful the findings are (Kuhlthau 1991)\(^\text{(43)}\).

The various models of information behavior, information-seeking behavior and information searching represent different aspects of the overall problem: they are complementary, rather than competing, as Figure 5 suggests. The key questions for research, therefore, are:

⇒ To what extent are the different models complete, or reasonably complete representations of the reality they seek to model?

⇒ In what ways are the models complementary; that is, how does knowledge of one level of analysis aid another?

⇒ Specifically, in the case of information-searching behavior; how does knowledge of modes of information-seeking behavior aid our understanding of the search process, if at all?

Research to answer the last question might best focus on projects that take a view of information searching as a complex process embedded in the broader perspective of information-seeking behavior, and information behavior in general,
rather than on the micro-level of analysis that is typical of the dominant paradigm of information retrieval research.

1.11 Research on Information Seeking Behavior

Research on information seeking behavior is on the rise. With the growth of multi disciplinary subjects and interest of researchers of new micro subjects, there appears a tremendous increase of special users in libraries and information centers. To cope with the task of providing satisfactory library and information services, it is always desirable to make a close look at the information users. Hence, library intermediaries have started to undertake several research works on information needs and seeking behavior of their users at different levels.

Information needs and users have contributed a lot to the research discourse on information seeking behavior. Attempts have been made to relate specific variables to particular pieces of information seeking behavioral patterns. A good number of articles have also seen presented which are devoted to in-depth analysis of behavioral components of information uses. Still a renewed endeavor seems imperative in order to discover some of the important issues that remain hidden and possibly unexplored.

1.11.1 Political Attributes

Very few studies in the information-seeking literature elaborate on subjects’ political attributes such as political information system, voting behavior, political communication pattern, political information managements, political information use, role of information in political arena, need of the information in public administration, ethnicity, race, education, gender, age, income, international and local impact. This is partly due to the fact that variance on some of these factors is often not present in the samples used by researchers to study related questions. Most studies in information seeking have traditionally looked at academics, students or university library patrons, because these populations are readily available for study.

1.12 Problem of study:

Researcher examines the development of the concept of information seeking behavior in Indian liberal democratic, social republic, sovereign and federal state – predominantly the Indian states of Uttar Pradesh and Rajasthan. In addition, the
investigator illustrates importance and increasing dominance of information technology within the framework of Indian national political information behavior practice with the comparative study of two major India state Uttar Pradesh and Rajasthan

1.12.1 Problem in information seeking behavior study:

A number of concerns, problems, barriers and difficulties were reported in information seeking study.

A. Problems in information resources

I. Information is of limited quantity.

II. Information is hard to find and use.

III. Information on the internet is unsatisfactory, “web is very confusing, lots of junk takes too much time to wade through it all”

B. Information is overabundant

C. problems with users: All respondents don’t return the questionnaire. Most respondents are not cooperative.

1.13 Brief overview of the study

- Need and Significance of the Study
- Selection of Problem
- Definitions of terms
- Objectives
- Hypotheses
- Methodology
- Tools used for the study
- Scope and Limitations of the study
- Data Analysis Method
1.13.1 Need and Significance of the Study: In a democracy people are ruled by their elected representatives. A legislator may take wrong, costly, sometimes even dangerous, decisions for a whole state/nation if he is not provided with adequate and reliable information. As stated by Orton et al. (2000) in their study, MPs (public representatives here) are expected to be knowledgeable about a wide variety of issues. While their information need is frequently unpredictable and reactive. It is obvious, if we want to speed up the pace of development of our state, we have to provide current, speedy, relevant, and exhaustive information to our elected public representatives. Public representatives (MPs/MLAs) are the policy makers. The development of a nation depends upon sound policies. Therefore, it is essential to provide current and retrospective information to Members of Legislative Assembly (MLAs) (public representatives). For a better understanding of the information needs of a group the user study is essential. MLAs in Uttar Pradesh and Rajasthan hardly ever visit the library and they are not aware of the availability of requisite information. They normally use hit and miss methods to obtain information. Hence, it is necessary to investigate the information seeking behavior of MLAs of Uttar Pradesh and Rajasthan so as to improve and develop an information system which fulfils the day to day information needs of the legislative member (public representatives) in the main political states of India. Both the states also play a role in central government making in India.

Information is the currency that every politician requires to participate in the life and governance of society. The greater the access of the politician to information, the greater would be the responsiveness of government to community needs. Alternatively, the greater the uninformed that are placed on power, positions the greater the feelings of 'powerlessness' and 'alienation'. Without information, politicians cannot adequately exercise their duties and responsibilities as politician. Political behavior of state information is a national resource.

1.13.2 Selection of the Problem:

The problem for the present study is entitled "Information Seeking Behavior of the Members of Legislative Assembly of Uttar Pradesh and Rajasthan: A comparative study".
**DEFINITIONS OF TERMS:**

**Information:**
1. A collection of facts from which conclusions may be drawn.
2. Knowledge acquired through study or experience or instruction.
3. Knowledge of the specific and timely events or situations; news.

**Seeking:**
1. The act of searching for something.
2. An attempt to acquire or gain something.
3. Try to locate or discover or try to establish the existence of.
4. Trying to obtain
5. Seeking means is expressions of want, demand, need or requirements that entails looking for or fetch an item or information.

**Behavior:**
1. Manner of acting or controlling yourself;
2. The action or reaction of something (as a machine or substance) under specified circumstances; i.e. "the behavior of small particles can be studied in experiments"; (behavioral attributes) the way a person behaves toward other people; (psychology) the aggregate of the responses or reactions or movements made by an organism in any situation.

**Members:**
1. One of the persons who compose a social group (Especially individuals who have joined and participates in a group organization). i.e. "the library was a member of the interlibrary loan association"; "India is a member of the United Nations"; "a member of the faculty";
2. Anything that belongs to a set or class

**Legislative:**
Persons who make or amend or repeal laws

**Assembly:**
A public facility to meet for open discussion; a group of persons gathered together for a common purpose; the social act of assembling.

**Legislative Assembly:**
1. The supreme deliberative assembly of the Indian states.
2. An official assembly having legislative powers.
3. The Legislature of the Indian States Government
4. The lower house of the Indian States Assembly.
**Member Legislative Assembly (MLA):** Elected public representatives of Indian states Assembly. *Vidhan Sabha (Legislative Assembly).

2. An elected member of the Indian States Legislative Assembly: a member of the Legislative Assembly (*Vidhan Sabha*).

**Uttar Pradesh:** States of Indian union.

**Rajasthan:** States of Indian union.

**Comparative:**

1. Measured or judged by how similar or different it is to something else.
2. Connected with studying things to find out how similar or different they are: a comparative study of the political systems of two states.

**Study:**

1. According to Oxford English Dictionary “To examine and ascertain the conditions, situation or value of for formally or officially”.
2. A detailed critical inspection.
3. A composition intended to develop one aspect of the performer's technique

1.14 **Conclusion:** this chapter has dealt with of the ‘introduction and conceptual framework of the study’, meaning and definition of information, information seeking, information seeking behavior (ISB), theory of information seeking behavior, different kind of model of ISB, research on information seeking behavior, political attributes, problem of study, need and purpose of the study and statement of problem.

Information environment is very complex. In order to retrieve desired information of the users, the information intermediary has to adopt certain behavioral strategies to make the system effective. ISB is one such approach that identifies the basic requirements that the users’ need.

While studying ISB, it is essential to know its various categories and methods so that the real picture of users’ perception is visualized. However, to run the library and information system smoothly, it is ISB which is required to adopt on priority basis to make the system successful.
As modern civilization enters the twenty-first century it is now commonly recognized that a post-industrial age is on us delivering with it the so-called “information age” whereby information not only constitutes the very foundations of most work, but more significantly has now transformed into a primary political resource or commodity.

Ultimately, information shows unique characteristics when compared to other resources because it essentially represents the genesis of human thought, and is heterogeneous and intrinsically intangible.

Chapter two defined the area of the study. Chapter three presents a review of the retention-related literature. Chapter four will discuss the methodology the researcher used to undertake this improvement-oriented utilization-focused evaluation. Chapter five will analyze the data from the study, while chapter six will outline the findings and recommendations. Appendices which include a questionnaires, Hindi or English version.
References


16. Bhusan, Vidya and Sachdeva D.R op. cit. 14


34. Op.cit. 31


37. Op.cit. 31

38. Op.cit. 31


40. ibid.


47. Op. cit. 21